

## Privacy Policy

1. Welcome to **Art of fun Ltd. games** (the "**App**")! By installing or using the App you are agreeing to the following Privacy Policy – please read it carefully. If you disagree to any of the terms provided herein – don't install or use the App.
2. We view protection of our users' privacy as a very important principle. We will use your information only as described in this Privacy Policy and subject to its terms. If you object to your Information being transferred or used in any way articulated in this Privacy Policy please do not install or use the App.
3. **Age Restriction.** The use of the App is intended for your amusement only. If our App is aware that you are under the age of 13, we will delete your email address once your request has been fulfilled.
4. **Collection of Personal Information.** User's personal information helps us to improve our services and the overall App experience as well as being able to provide additional value to our users. We may use such information as provided in this Privacy Policy. We collect several types of information:
  - 4.1. **User Provided Information.** We may store any information you submit while using the App (such as name, social network user or identification number, transaction identifiers, etc.) in addition to storing any information you provide to us in any other way (i.e. emails, App web-site posts, customer support interactions, purchase of App services or goods, etc.).
  - 4.2. **Automatic Information.** We receive and store certain types of information whenever you use the App (such as UDID - Unique Device Identification, location data, email address, social network user or identification number, etc.).
  - 4.3. **E-mail Communications.** To help us make App support and customer service better, email communications will be available. Such email communications might be saved and stored.
  - 4.4. **Information from Other Sources.** We might receive information about you from other sources (including social media and other third party services) and add it to your account information.
5. **Collection of Non-Personal Information.** In addition to Personal information collected we may also collect non-personal information via App use and use such information as provided in this Privacy Policy. Such information, alone, cannot be used to identify you. Such information may include (among others) the following: (1) Age; (2) Date of Birth; (3) Gender; (4) Gameplay information; (5) Device Hardware Info; (6) Social Network content; (7) General location; (8) Time Zone; (9) IP address; (10) MAC Address.
6. We may combine your non-personal information with your personal information in an attempt to provide you with a better user experience, to improve the value and quality of the Services and to analyse how its Services are used.
7. Please note, any actions you perform with other players are considered public, and are at your sole discretion.
8. **Use of the Collected Information.** We may use the information collected in connection with the App use as provided above in order to: (1) facilitate requests, purchases and service tickets; (2) send you promotional materials including info regarding new products, features, enhancements, special offers, upgrade opportunities, contests and events; (3) serve

advertisements (both static and dynamic); (4) monitor and modify App performance, features and technical problems; (5) create and operate an App members club or program;

9. **User Account.** If any of the App services requires you to open an account, you must complete the registration process by providing us with current, complete and accurate information as prompted by the applicable registration form. You will also choose a password and a user name. We will use this information to contact you, to verify your contact information, to set up a client account allowing you to access the App's services and to track App's usage and user activities in the App.

Usage of the App, or any of its services, might also be available via using a Facebook/Google Play/Apple Store or other third party platform provided account supported by the App (the "**Platform**"). By accessing the App through a Platform you are authorizing us to collect, store, and use in accordance with this Privacy Policy any and all information that you agreed that the Platform could provide to us in connection with the App based on your Platform settings. Your agreement takes place when you connect with the Platform account via the App.

10. **Payment.** We might require you to provide us with identifying information and payment method information for billing purposes. If you decide not to provide us with such information the App, or any of its services, might not be available or functional to you.

Payment might also be available via Facebook/Google Play/Apple Store payment platforms or other third party payment platforms accounts supported by the App (the "**Payment Platform**"). By choosing to pay via a Payment Platform you are authorizing us to collect, store, and use in accordance with this Privacy Policy any and all information that you agreed to that the Payment Platform could provide to us in connection with the App based on your Payment Platform settings.

11. **Disclosure of Information.** We may disclose collected information if we are legally required to do so, or believe that such action is necessary to comply with a judicial proceeding, a court order or legal process related to the App. Further, subject to applicable regulatory requirements we may disclose collected information to a credit reporting agency.

We may disclose personal information to a public agency when we believe there is imminent danger to a person or property to which such disclosure would prevent, or minimize, the danger.

12. **Third-Party Advertisers and Links to Other Apps or Websites.** The App might include third-party advertising and links to third parties Apps or websites. We do not provide any personal identifiable customer information to these advertisers or third-party web-sites. We do not have access to or control over the features or information practices that such advertisers may use, and they are not bound to or covered by this Privacy Policy. Please contact them directly for more information about their privacy practices.

13. **Third Party Services Providers.** We may contract or engage with third parties in order to provide App related services (including data services, App maintenance, email delivery, promotion facilitation, etc.). When providing such services these third parties might ask you to supply different personal information. We may ask some third party service providers to provide us with such information in order to improve the App and such information will be controlled by this Privacy Policy.

14. **Transfer of Information due to Business Transitions.** App collected users information collected by us may be transferred to a third party in any of the following events: merger, acquisition by a third party, liquidation and/or a sell of the App's assets (or any part thereof).

15. **Data Security.** We deploy reasonable technical measures in order to secure and maintain your data. However, we cannot guarantee the security of the data and it's immunity from unauthorized access or use.

16. **Staying in Touch.** As part of our aspiration to maintain a close and beneficial relationship with our users we might send you, from time to time, a newsletter/informational email/promotional emails (including promotional materials, new products info, product features, enhancements, special offers, upgrade opportunities, contests and events) and you hereby consent to receive such communications.

If you no longer want to receive our newsletter and promotional communications you may opt-out from receiving these communications by following instructions given in the email you received (usually incorporated in the email's footer) or by sending an email to us at [support@aoffun.com](mailto:support@aoffun.com) .

17. **Changes and Updates.** The App reserves the right to update this Privacy Policy at any time without prior notice to you. Any such updated Privacy Policy shall be effective as of the date in which it's posted on the App. The most current version of the Privacy Policy will be available for review through the App.

18. **Who are we?** The App was developed and owned by Art of fun Ltd .

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